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ABSTRACT

This handbook of publicity ideas suggests activities and themes to highlight services and resources of school media centers, including approaches to students, faculty, administration, and the community at large. A 14-item annotated bibliography and six mailing list addresses are provided as additional sources for ideas. Clip art illustrations provide do-it-yourself materials to catch attention and add eye appeal to in-house publications. (RAA)

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PRACTICAL PUBLIC RELATIONS

Effective PR techniques for school library/media specialists

U.S. DEPARTMENT OF HEALTH,
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INTRODUCTION

What Is Public Relations?

- *** Telling others in an effective way what you and your media center do to help students and staff (doing good and telling others about it.)
- *** A planned process of communication designed to build good will, cooperation and support for your media center.



Why Should I Bother With PR When I Can't Get Everything Else Done I Have To Do?

- *** You know you're important, but do your students, faculty, administration and community know that the media center is invaluable to the school and the education going on there?
- *** How will they know if you don't tell them? How others see media specialists and media centers is critical to the success or failure of media programs.
- *** PR makes you more effective, helps you get what you need in staff, money, support and programs in these days of reduced school budgets. If your library/media services are seen as important by the people who control the money, you'll get the money you need.
- *** PR makes you visible, showing you as a leader in teaching people to become self learners.



OK, I'm Convinced. Where Do I Go From Here?



- *** Decide what you want to accomplish, what is needed to reach your goals, and when you want to be there. Write it down and live by it.

- *** Examine what you're doing and substitute productive activities that will help you reach your goals for non-productive activities. Work on your highest priorities first.
- *** Read this PR kit. Pick out several ideas that sound good. Try 25 little ones instead of 1 or 2 big, brilliant efforts.
- *** Set aside time every day to spend on PR. If necessary, go to school half an hour early or say that your phone is cut off from 9:00-9:30.
- *** Allocate money for PR. It should bring in more money than you spend. Some funding possibilities: sales of books, pencils, paper, posters, puzzles, kits; PTA; principal's office fund for PR to the community. Don't take it out of your own pocket.
- *** If an idea doesn't work, don't be discouraged. Try another one. If you're successful, expect some criticism, too.
- *** Evaluate your PR efforts. Check progress against your list of goals at the end of each year.

General Hints For Effective PR.

- *** Identify the audience you want to reach: student, faculty, administration or community. Formulate your PR accordingly. If you reach more than one group, it's a nice bonus, but don't dilute your effectiveness by trying to reach everyone with one shot.
- *** Design a logo. Put it on everything. People will immediately identify you.
- *** Keep a file of catchy slogans and good graphic art that you can use. Ingratiate yourself to the art department, then get help adapting slogans and cartoons into traffic-stopping bulletin boards and hand-outs. Some slogans to adapt: "Have it your way", "We do it all for you", "The superstar in rent-a-car", "Sears . . . where America shops."
- *** Use good graphics, cut down on the verbiage, to be most effective.

Take The PR Plunge.

- *** Start building support for media among students, faculty, administrators and community NOW.

P R TO STUDENTS

Involve Students In The Media Center. It's The Place To Do Things They Like To Do.



Make the media center inviting upon entering. Cause curiosity about what's happening.



Promote school activities and clubs.

- Let students meet in media center for chess tournaments, academic challenge practice, planning Earth Day program.
- Exhibit student art work, science, shop and home ec projects.
- Promote club activities (ski club trip, foreign language dinner, student council candidates.)



Be the information center for what's happening, when and where.

- Scholastic art competition and other contests.
- Summer jobs.
- Scholarships and college information.
- Local dance contest.



TV and movie tie-ins.

- Use popular characters in displays and purchase materials about the "in" shows.
- Get posters and other promotional materials from public TV station for programs like Nova and Once Upon a Classic.
- Coordinate displays with books by same author or on same subject.
- For posters, illustrations and information about forthcoming TV programs, use Prime Time School Television, 120 South LaSalle St., Chicago, Illinois 60603.



Student-made sound slide programs or videotapes.

- To orient other students to media center.
- To highlight services.
- 101 things to do in the media center.
 - Students make a list of all the things they can think of to do in media center. Student with longest list gets a prize.
 - Each student takes 1 or 2 items from the list and draws a picture or poster, thinks of a silly sentence (Emma the elephant ate the equipment), or writes a poem or song.
 - Photograph each person and his/her work of art, add a tape of silly sentences, poems and songs and you have a sound slide program of "101 Things to Do in the Media Center."



Students lend a hand.

- "Friends of the Media Center"- advisory group to help solve problems and gain support. They can sponsor fund raising projects such as bake sales and social activities.

- Besides usual nitty-gritty jobs, let the media aides do the fun, noticeable jobs of making displays and bulletin boards, writing advertisements for favorite books for school newspaper, designing media center logo, bookmarks, posters and flyers. Perhaps receive art class credit for displays.
- Provide button for student aides. When wearing it, they are official people to ask for help. Give button to them at end of year as memento.
- Publicize aides' non-library activities.
- Friends of little people, helping out in younger classes.
 - Type stories written by elementary children.
 - Learn to make books and teach younger students to do so too.
 - Use Visualmaker copier to make slides for AV projects.
 - Tape stories for use in elementary media centers.



Go to the authority- ask your students.



Library skills instruction can be fun. Make up games that teach the same skills as didactic lectures.

- "What's the same" (subject headings.) Put 4-10 items that have a common trait into a bag (ex., all are flat, or all are made of wood, or all start with the letter "m".) Dump each bag out, challenging students to find what's the same, what the contents have in common.
- "What's my line" (biography.) Give an outline of a person's life and accomplishments. Students search to find out who it is.
- "Treasure hunt" (researching reference books.) Select interesting reference books and a tricky question that can be answered by each book. The student tries to find the answer for his/her book's question as quickly as possible, then passes book around the group.



Book of lists.

- New books, services, what collection includes, required reading list, bibliographies, bio-bibliographies.



Be the "they have everything" place.

- Sell paper, pencils, pens, notebooks. Use vending machines if staff time is limited.
- Give away section of freebies- inappropriate books, magazines, old posters, pictures, other trivia. Supply old newspapers to cut up for current events reports or papier-mache.
- Vital statistics board: candle with birthday names, key with new driver's name, newspaper articles about students' awards and accomplishments.

- Emergency aid station: bandaids, pins, glue, needles, thread.
- Instant visuals for class presentations: book jackets, picture file, transparencies, slides, colored paper and letters.
- Blabber Board: things for sale, stuff for trade, pets for free, services for hire and meetings scheduled.
- Orphans Home: will house and care for homeless plants, deserted goldfish, unwanted pillows, discarded furniture, unloved rugs, hopeless pictures, abused books.
- Big Ear Listening Post: no question too little or too big to research. We may not have all the answers, but can help you look for them in the right places. Just want to talk? We listen!

Reading, Reading, Reading . . . Getting Books To Students.



Organize a book fair: fun and profit. Have a commercial company do it, or work with a local bookstore to put on your own. Have a used book sale with help of PTA.



Free paperback exchange. Use a display rack or box to "bring one in and take one out."



Book give-aways like Project RIF (Reading is Fundamental.)



Read together: Sustained Silent Reading, when everyone in the school reads for 15-30 minutes a week. Or have a surprise Read-In. Display photographs of students reading. Carry a book with you and be seen reading during free moments. Make reading important to you.



Make booklists used.

--- Monthly booklists of new materials (AV too) posted around building and available at circulation desk for students.

--- Compile and duplicate bibliographies for study units. Distribute in class and have extras in media center.



Best sellers list.

--- Students choose their favorite books. Print up lists to be shared with school. Each grade level or whole building votes. Committee of students keeps track of nominations and ballots. Send letters to the authors or publishers and share the news. You might be surprised with an answer.



Promote theme weeks- -Right-to-Read, Children's Book Week, National Potato Week- -whatever gives you an opportunity for special events, displays and activities that involve students in media center.

--- Distribute bookmarks, buttons, posters. Promote picture quiz, reading contests, contests for student-designed bookmarks and posters.

--- Commercial promotional materials make it easy, including items that could be contest prizes. Contact mailing list sources at end of bibliography for ideas and materials.



Eye-catching, appealing hand-outs and displays: posters, bookmarks, flyers, book jackets, displays.

- Use variety and imagination.
- Incorporate popular characters like "Super heroes . . . super readers" or "Read along with Frog and Toad."
- Students can make book marks, then learn how to laminate them.
- Free posters available from some publishers.



Book clubs/reading clubs.

- Motivate leisure time reading using popular programs and characters as theme.
- Issue membership cards you or students design, or get fan club cards from publishers.
- Students show what they've read:
 - One sentence about the book.
 - Illustrate a section of the book.
 - Mobiles.
 - Dress up for day as a character.
 - Sound slide program (get copyright permission if photograph illustrations.)



Involve reluctant readers by using media.

- Read along books, commercially produced or make your own tapes to go along with popular comics and paperbacks.
- "Cover to Cover" videotapes from local PBS-TV tell part of story, make student read the book to find out ending. Use inter-library loan to get books your center doesn't have.



Costume character day. Students (you, too) dress up as their favorite book character for National Book Week or Halloween.



Birthday books/gift books: students and PTA donate books to celebrate special occasions. Be prepared with guidelines and suggestions. Be sure to thank students for gifts and share them with their class. Enclose a bookmark with the thank-you.



Book returns.

- Once or twice a year give a paperback prize to the student who returns the longest-overdue book.
- Have a student duo sing new lyrics to old songs to remind students to return books. Broadcast over campus radio or in-school morning announcements.

Reach Out Of The Media Center.



Teach classes on subjects for which you have special expertise: countries you have lived in or visited, crafts, hobbies, minority culture.



Participate in all-school projects: career days, alternative mini-courses, sports events, faculty-student benefit games, drama productions, hobby clubs.

Keep the media center open during the summer for student and community use.

Happy Face Award/Happy Gram.

- Send a Happy Face Award to reward students who did something special in the media center: no late books, participating in a Reading Club, lowest fines, helping out in the center.
- Send a Happy Gram home to parents to tell them their child did something special. It's especially nice to hear good news from school.



Spread the word in school publications.

- Always have something to contribute to the school newspaper, PTA newsletter, principal's report to parents.
- Consider a newsletter for the media center. Include new materials, special gifts, forthcoming programs and events, book/media reviews (by students, too), special lists like Newbery or Caldecott winners.
- Write a section on the media center for the student handbook.

Sponsor a Big Event.

- Your idea: speaker, film festival, craft demonstrations, sports clinic, babysitting clinic, resume writing, photography without a camera, folk guitar.
- Plan the time, date and length. Will you need more space than the media center?
- Obtain permission.
- Obtain funding, needed supplies and help. Line up speakers. Need decorations and refreshments? Have contingency plans.
- Spread the news. Tell everyone.
- If a success, try another one later.

Cooperate with the public library.

- Share information about assignments.
- Publicize their programs and ask them to publicize yours.
- Cooperatively plan a summer reading program or Big Event.
- Plan field trips to introduce students to public library's services.

PR TO FACULTY

Come In, Come In . . . You Are Welcome!



Create a positive, friendly, inviting atmosphere that is conducive to faculty using media center.

- Be open and friendly. Smile and be encouraging when faculty approach for help and information.

- Be receptive to new ways and procedures, especially if faculty suggestion.

- Avoid technical jargon when talking with faculty.

- Treat people the way you would like to be treated.

- Always express your thanks for assistance from a faculty member on a project.

- Help teachers with their pet projects and school programs.

- Socialize with faculty: bowl, go out to lunch, attend parties.

Encourage faculty to come into media center for:

- Department meetings and parent-teacher conferences, especially if you have the only air conditioned spot in the building.

- Club meetings.

- Extra activities, such as a style show for home economics students, speech by a local solar energy consultant.

Make it so easy to use the media center that it's hard not to use it.

- Be flexible in regard to scheduling and classes, small groups and individual students coming in. Be willing to bend the rules once in a while.

- Meet direct requests immediately.

- Keep media center open before and after regular school hours so teachers can work and obtain materials. Stagger your staff hours if necessary.

- Print a handbook for faculty on media center services, facilities, philosophy, collection, staff, rules, forms used.

Make the collection easy to use.

- Compile and duplicate bibliographies for teachers on study units. Annotate if possible.

- Send monthly new materials lists (books and AV) and newsletter to each teacher.

- Underline in bright felt pen all titles of special interest to each individual teacher.

- Add cultural events in the community or on TV.

- Spotlight novel (or not so novel) ways teachers are using media.

- AV materials received for preview.

- Contest announcements and winners.

- The month's holidays (Harriet Tubman Day, National Poison Prevention Week.)



- Print book catalog of AV media, annotated if possible, for each teacher to keep.
- Compile curriculum guide for 16mm films. Include summary, viewing activities, follow-up discussion, other areas for correlation.

Keep Informed.



Find out what faculty wants and needs.

- Attend department meetings (you might get to show new materials, too.) Work closely with department heads.
- Listen to conversation at lunch, in lounge, on social occasions.
- Read chalk boards and student papers to see what the assignments are.
- Get on school committees, especially curriculum.
- Analyze circulation to see who takes out what.
- Run an opinion survey. Find out what faculty likes and doesn't like and what is wanted in services and materials. Be sure you're willing to change, if that is what is indicated.



Involve faculty in evaluation and selection of new materials and weeding collection.

Actively Meet Faculty Needs.



Go into classrooms.

- Teach classes on subjects in which you have special expertise (Elizabethan theater and dress, crafts, judo, travel in Europe.)
- Give book talks in all subject areas, not only English, to encourage reading.
- Send carts of books and other materials as needed.
- Know what unit is coming up and have materials ready.



Make contacts outside school for faculty.

- Get a copy of a radio show excerpt for teacher to use in class.
- Write for free pamphlets.
- Call for names and addresses.
- Offer inter-library loan service.



Maintain community resource file of speakers and consultants willing to help faculty.



Conduct in-service programs to help faculty be more effective.

- Have long-range plans for continuing in-service.
- Hold mini-meetings before, after or during school for special interest groups. Custom tailor to their needs.
 - Department or grade level: show new materials in their area.
 - New teachers: tour of library, equipment operation.
 - New equipment operation for all faculty.
 - Refresh equipment operation, one piece at a time.



- Organize a district-wide workshop after school, with dinner included, on media production. Get other media specialists, para-professionals, student aides, salesmen to help with presentations. Stick to a time schedule. See if the school district will pay a staff development stipend.

Supply instant bulletin boards.

- Collect and mount on display board subjects and themes teachers want (holidays, Shakespeare, France, metric system, good neighbors.) Keep on file and check out as any other material.
- Keep book jackets and posters filed by classification.
- Supply colored paper and letters.
- Clip out attractive graphics and art work. They can be used for overhead transparencies and slides, too.
- Distribute promotional materials for classroom (posters, book-marks) for National Library Week, National Wildlife Month, State Popcorn Day.

Equipment plusses.

- Send only equipment that is clean and works.
- Be able to make simple AV repairs to avoid down time.
- Videotape play practice, band concerts and sports events.

Be everywhere.

- Incorporate media minute into faculty meetings, ie, useful tips (what to do when the cassette sounds garbled), new techniques for enhancing overhead transparencies. Keep it short and interesting.
- Have a media center section on the bulletin board in teacher lounge, cafeteria and workroom with new materials lists, TV programs, media tips, cartoons. Keep it current.
- Help teachers with their own PR. Research quotes for speeches and supply articles with ideas for future speeches for teacher who is president of a state professional organization.
- Tie in with television. Use Prime Time School Television, 120 South LaSalle St., Chicago, Illinois 60603, which supplies good posters for forthcoming television programs and teacher's guides which can be duplicated.

Put your memos and announcements on colored paper with a distinctive logo for immediate identification.

Don't try to conquer the world. Work on one convert at a time. Go beyond classroom needs.

- Know teachers' special hobbies and interests. Alert them to new books, pamphlets, magazine articles on the subject. Better yet, send them the materials, already signed out.
- Print a list or keep a bulletin board of "for sale" and "wanted" items: cars, child furniture, kittens, room for rent.
- Be the source of information on grants, summer school, workshops, certification, summer jobs.
- Maintain school archives: yearbooks, newspapers, playbills, graduation programs, dance programs and special events.

PR TO ADMINISTRATORS

Let Them Know You're Alive.



Involve administrators in media center activities and services.

- Invite administrators to interesting or special activities (new materials displays, in-service training programs, guest speaker.)
- Arrange a field trip with principals and district administrators to see a model center in action. (See what we could do if . . . ?)
- Send new materials to administrators for their examination.
- Apprise administrators of student activities: send copies of student reviews, photos of student projects.
- Invite administrators to media center staff meetings.
- Arrange a panel discussion on the media center for a Board of Education or administrator's group meeting. Panel is composed of administrators, media specialists, students and faculty.



Make sure administrator knows what you do.

- Arrange a meeting to determine your areas of responsibility.
- Write a job description for his/her approval.
- Develop a special evaluation form for administrator to use annually.
- Write up short and interesting reports of professional meetings you've attended. Include information (s)he might be able to use.



Become known outside your building.

- Get on advisory boards and committees in the district, especially for long-range planning and budgeting.
- Become an officer and working member in your local, regional and national associations.
- Serve on North Central Association evaluations in your school and others.
- Volunteer your facility for other administrators and media specialists to visit. Plan an open house, connected with an educational preview of some sort, to bring in many people during a short period of time.
- Submit articles to other than library/media publications, ie ASCD's **Educational Leadership**, **NAASP Bulletin**.
- Tell administrators about your professional activities, publications and awards. Impress them!



Word of caution.

- Respect the chain of command. Don't go over an administrator's head without good reason or without informing him/her.



Brag about your program.

- Be selective about what you send, creative in format. A few special items are more effective than a paper blizzard.
- Include administrators and Board members when sending out newsletters.



- Quarterly or annual reports should emphasize programs that have helped students and faculty, achievement of library goals and special activities, along with required statistics. Use attractive graphics to add visual interest.
- Send personalized copies of your monthly new materials lists. Use distinctive paper like a cork with a diaper and underline in bright felt marker all titles of interest to that administrator.



Personal contact.

- Make an **appointment** with administrator to discuss a specific topic. Be prepared with needed information, plans, goals, alternative solutions to problems.
- Don't corner administrator with media center problems or information at social gatherings or over lunch.
- Talk about good news, too. Don't see an administrator only when you have a problem.
- Send thank-you notes to administrators who assist your program.

Help Your Administrator Be More Effective.



Present well thought out, long range plans for the media center in writing.

- Show the center's important role in the school and in effective education.



Keep accurate records.

- Be able to supply needed statistics on time for Board, State and North Central reports.



Speak out.

- Offer to assist with presentation of information at a school board meeting. Prepare transparencies, slides, videotapes, charts.
- Offer to make the presentation yourself. You'll reach an important, wide audience: Board members, administrators, faculty and general public.
- Emphasize success stories.
- Be the resident, articulate expert on media at principals', supervisors' and Board meetings. If you're willing to speak up, you'll be invited to. Give advice on media center design, book selection policies, budget proposals. After all, who knows media better than you.



Help solve the financial pinch.

- Write a grant. Ohio mini-grants \$2000, National Endowment for the Humanities, Ohio Program in the Humanities, National Endowment for the Arts, National Science Foundation, National Institute of Education, HEW. The best way to learn the ropes is to write one, now.
- Train and use volunteers to augment inadequate staff. Volunteer parents and retirees can help with inventory, daily services, reading level analysis, media production, book talks.



Send books, magazines and clippings of special interest to administrators, already signed out.

- On new educational developments.
- On hobbies and personal interests.
- On a subject (s) he could use in an upcoming speech.
- For course work.

PR TO THE COMMUNITY

THE PEOPLE WITH THE MONEY

Involve The Community In The Media Center And School.



Recruit volunteers to help staff your media center via publicity techniques from this kit.

- Have a written description and "how-to" handbook for them.
- Have a name tag so everyone will know who they are.
- Utilize their special talents: some are good at displays, others at typing, others can listen to children share their books.
- Make them feel that their job is very important to the efficient operation of the media center. Always overplan. An idle volunteer is a PR disaster.
- Give a snapshot to volunteers of them working in media center. They'll show it to others.
- Plan thank-you activities: awards, parties, credit in school and community publications.

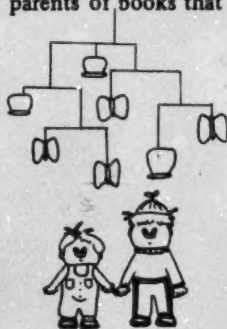
Organize and use a community resource file.

- Include: speakers, field trips, displays of special collections, free materials from places like the American Cancer Society, Planned Parenthood, Chamber of Commerce.
- Help teachers organize field trips to the public library and to other places in your community resource file.
- Check in **Education Index** and **Library Literature** for several articles on how to prepare such a file. To get you started:
 - Marks, Juanell S., "Extended School Programs via Community Resource File," *School Library Journal*, Jan., 1977. p 45.
 - Hunt, B., "Making a Guide for Community Resources and Resource People," *School Activities*, 32: 247-8, April, 1961.



Hold programs in the media center.

- Quilting, author, poetry reading, artist, musician.
- Open media center for community meetings, but not before clearing it with your principal.
- Organize book reviews and discussions for parents of books that their students are reading.
- Hold an Open House during PTA, National Education Week, annual book fair or before a school levy. Have special activities, displays and presentations. It's a terrific opportunity to sign up volunteers.
- Invite pre-schoolers and their parents to the media center for a special story hour during kindergarten registration in the spring. This will not only impress



parents but also make the children more comfortable on their first day of school next fall.

--- Plan a special program in the media center for grandparents and grandchildren to attend together. Variations on a theme: Dad's Day, Mom's Day, Sibling's Day.

--- Also use grandparents for resource persons for a program: have senior citizens come in and talk about dating customs during their teen years, have the senior citizens band present a program.

Organize a "Friends of the Library/Media Center".

--- A group of concerned citizens to help you with displays and programs for the media center.

--- Use methods described in this kit, ie, news releases, to publicize the organization and recruit members.

--- Solicit books from the community. If you get mostly unsuitable donations, you can always drop the idea.

Gain support of important community members.

--- Knowing the right people can greatly improve your PR program. Some people to know: chief executives of the mass media, powerful politicians (study the hierarchy carefully to determine where the real power lies), leaders of service organizations, city planners, employees and their families, civic leaders, ie, lawyers, bankers, merchants, clergymen.

--- Invite these individuals to an open house in your media center. Cooperate with the public library in programming and resource sharing.

--- Plan field trips for elementary students.

--- Give advance notice of research assignments.

--- Publicize the public library's programs.

--- For specific guidelines on how to develop such programs, consult **The Cooperation Game**, produced by the OASL/OLA Task Force on Cooperation. Order from: OELMA/OLA Office, 40 South Third St., Columbus, OH 43215.

Media Coverage.

Four steps to good publicity.

--- Establish contacts in local radio, TV, newspapers, etc.

--- Obtain guidelines and tools for publicity and keep them in one file.

--- Decide what is news, what will interest and affect the most readers or viewers.

--- Decide which audience you want to reach (parents, students, teachers, etc.) and write your publicity accordingly.

News releases.

--- Read a couple issues of the paper to see what their news releases are like.

--- Contact the editor (invite him/her to your center!) Ask how (s)he wants the news from you and submit it according to the guidelines, e.g. typewritten, double spaced. Supply photos and copy

(some newspapers even supply film and develop it.)

- Releases should be either spot news of timely happenings or feature items that treat a subject in depth and with warmth.
- Pay close attention to publication deadlines and get your copy in a day or two ahead of time.
- Be sure to put your complete name, address, and phone number on the release so you can be contacted if there are questions.
- Don't submit carbon copies to some stations and the original to another. This is bad PR. If multiple copies are needed, use a good copy machine or type them separately.
- Proofread your copy carefully!!
- Get extra PR with no effort by encouraging all PR photos for the school be taken in the media center.
- Types of newspapers to keep in mind for your publicity:
 - Metropolitan and suburban dailies
 - Tri-weeklies
 - Weeklies (especially interested in local events and names)
 - Sunday newspapers
 - School newspapers
- Sections of newspapers to consider: Sunday magazine sections and news features, editorials, letters to the editor, school page in the local paper.



Newspaper articles.

- Write articles that are not specifically on libraries for newspaper to run, e.g. how to rate films, how to select encyclopedias for home purchase. Editors will be glad for these feature type stories already prepared and will look upon you as a library/media specialist more favorably.



- Articles may even get picked up by UPI or AP!

Public Service Announcements (PSA's) on radio and TV.

- General guidelines:

- Stations must give 30 seconds per hour for PSA's.
- Contact the station manager for specific guidelines.
- Provide the PSA on tape (audio or visual.) Local cable TV may not need video. If they're a print-out station, send printed copy. Limit number of words to that which fits on one screen:

- Include a cover sheet with number of seconds for the release, time it should be used (anytime, or not until . . .), your name, address and phone number.
- Write at least an annual thank-you note. They need it for license renewal.
- Invite a station manager to your building.



- Prepare a resource sheet for each station including call letters, phone, address, name of contact, and best time to call.
- Preparing PSA's.
 - Have a specific purpose and intended audience for each PSA.
 - Listen and/or watch the station for a while to learn what kinds of PSA's they air.
 - Verbiage should be clear and concise (no tongue twisters), conversational and informal (no jargon.)
 - Read and re-read copy out loud for sound and timing (25 words take about 10 seconds; 150 words take 60 seconds.)
 - Type the PSA's, double-spaced, one PSA/page on library or school letterhead that includes your name, address and telephone number.
 - Visuals: 1 slide or photo/10 seconds of verbiage; be sure visuals add something to the message; edit carefully to make sure script and visuals complement each other.
- PSA follow-up.
 - If you want tape returned, specify time you will pick it up.
 - Organize a filing system for visuals, copy, etc. that you may be able to use later.
 - Document when and how the PSA was used for future reference.
 - Constantly check about ever-changing PSA requirements and PSA personnel.

--- Already produced radio and TV PSA's are available from American Library Association.

See yourself on the evening news.

- Remember TV and radio report highlights of the day's news.
- Send them items that are newsworthy: new building dedication, display of student art, one millionth book circulated this year.
- Schedule events for the mid-morning if you want 6:00 news coverage.
- Be sure to schedule your event so that it does not conflict with other events, ie, city council meeting.
- Suggest visuals that could be used to go with your story.
- Be prepared to talk into the camera concisely without notes. Eye contact with viewers is essential.
- Watch for other locally produced shows, e.g. talk shows, where you could appear to promote your program.
- Many stations have community "bulletin boards." Put your library programs on these listings of events.
- Have more than enough material to fill the allotted time. Remember your 10 minute speech as a freshman that lasted 4 minutes, 10 seconds?

Find sponsors for PR spots.

- Contact local businesses who might be willing to buy air time or pay for the production of PR spots.
- Offer to provide a program for one of their meetings in return for their favor.



Twelve Basic B's for Publicity (paraphrased and reprinted by permission from "Publicity Handbook" copyright 1978 by The Sperry and Hutchinson Company.)

- Be the only contact person. Have one person designated to represent your school in the media to avoid confusion and misunderstandings.
- Be quick to establish contacts in the media.
- Be sure to write down all essential information. Don't trust your memory.
- Be prompt in meeting all deadlines.
- Be legible. Type news releases and PSA's.
- Be accurate. Make sure all names, dates and time are correct.
- Be honest and impartial.
- Be brief and to the point.
- Be brave. Don't be afraid to suggest and try new, creative forms of publicity.
- Be business-like. Don't use personal friendships, etc. to pressure for air time.
- Be appreciative of all the media does for you.
- Be professional. Never ask reporters, cameramen, etc. to buy tickets or pay admission to a program.

Seeing Is Believing . . . AV Productions.



Make an AV program about your media center, new reading program, proposed remodeling, special fund raising need.

- Sound/slide program, 8mm film, videotape.
- Make it available to community groups, show it continuously at PTA Open House, display it at shopping center during National Education Week.



Production how-to.

- Analyze your audience: who are they, what are their occupations, age, knowledge of your subject and prejudices?
- What is your objective? How do you want your audience to change? Only one objective to a program: all narration and pictures must support that objective.
- Select the most appropriate format. Consider costs of equipment, film, music, art work. Ask for assistance from people who have skills you need in writing and technical production. Examine commercial programs and John Cotton Dana award winners (available from American Library Association) for techniques and methods of presentation.
- Research your subject thoroughly. To organize material, use story board cards—a 4 x 6" index card, with one idea and visual with production notes and accompanying narration. Think in



terms of pictures: visuals carry the message, narration reinforces the picture. When story board cards are arranged in best continuity, write the script to be used for recording.

- Top quality visuals: allow plenty of time to prepare art work, do filming and retakes; avoid cluttered backgrounds; use proper shutter speeds, lighting, lenses; remember flash bulb limitations; give variety in close-up and distance shots; use colors that photograph and project well; shoot slides horizontally; keep art work compatible yet not monotonous; make your own titles with plastic letters on plain colored or photographic background or by photographing street signs, billboards, etc. Use professional quality materials and equipment. Rent them if necessary.
- Good narration: choose a style that is appropriate to your audience, clear, lively and interesting; avoid professional jargon; pace slide changes with no slide remaining on the screen for more than 10 seconds; ask a local deejay or actor to record narration; use recording booth—rent one if necessary; add appropriate music (local songwriter or guitarist might contribute); synchronize slide shows on equipment that advances automatically; include a script with slide changes clearly marked.
- Duplicate all slides, film, videotape and narration. Never let the original out of your possession.
- Remember copyright laws. Write for permission to use copyrighted art work and music.
- Include operating instructions in case you can't go with your AV program.



A simple, effective slide show (easy to make even if you've never produced an AV program.)

- Make title slides by photographing existing signs (WELCOME TO YOUR MEDIA CENTER.)
- Make additional title slides by photographing display-sign letters on colored paper using a copy stand (PERIODICALS, MEDIA PRODUCTION.) Add visual interest by using pictures from the clip art in this PR kit.
- After each title slide include 1 or 2 slides of the area indicated by the title.
- Put this to music with no narration. It is very easy to change slides or music or add more slides as your center or program changes.
- Synchronize the slides and tape if you have the equipment. Or sequence slides using automatic timer on the slide projector as tape plays.
- If titles and pictures are carefully chosen, they will present your story effectively without narration.



8mm film.

- Make a movie that can be loaned to community groups.
- One idea from the Toledo-Lucas County Public Library: depict the

stereotyped librarian in b & w and the modern media specialist in color.

--- You might be able to get a grant for such a project.

Keep Reaching Out.



Personal letters.

- Send hand-written good news notes to parents whenever their child does well on a library skills lesson or helps you out in the media center. You might want to mail the notes rather than sending them home with the student. You'll be surprised how these notes will impress parents and how quickly the grapevine will carry the news of their arrival back to your principal or superintendent.
- Write a prompt thank-you for every service or favor, large or small. Send a copy of the letter to that person's immediate supervisor. It always make people feel good to be complimented to the "person upstairs." It makes everybody—you, the other person, the supervisor—all look good.



Publish a newsletter of media center activities for distribution to the community.

- Determine your target audience and write for them.
- Clear its publication with the administration.
- Determine its physical features: type of printing process (offset looks good and is inexpensive), type of paper, size of each issue. Don't do it if it's not going to look good.
- Check postal regulations for bulk mailing rates.
- Determine addressing procedures, e.g. handwritten, preprinted labels.
- Estimate the cost and find a source of funds.
- Possible topics on which to write:
 - Your staff and their professional accomplishments.
 - Book and film reviews.
 - New programs, services and materials.
 - Policy changes, ie new fine system.
 - Upcoming educational programs.
 - Accomplishments of students in the media center.
 - Highlights of annual report you wrote for administration.
- Writing style: Be concise; don't editorialize; use catchy headlines and lead-in sentences; remember who, what, when, where, why and how; proofread carefully, over and over!



Clipping service.

- Send newspaper clippings of students and ex-students to parents with a handwritten note from the media center. They are thrilled you remembered.
- Everytime someone is elected president of something or promoted, clip the newspaper article, send it with a handwritten note of con-

gratulations and list titles you have in your collection that might be helpful to them in their new position.

- Laminate news articles with pictures and send them to the person who made it into the newspaper. Stamp on the back "Compliments of Ms. Marian, Media Specialist, Your Public School."

 Public speaking.

- Volunteer to present programs to community service organizations and clubs, not necessarily library talks, but they'll remember you're the librarian.
- Take the first step and call the program chairperson to volunteer. Don't wait for them to call you.
- Some organizations to call:
 - Parents' organizations: PTA/PTO, Mothers/Fathers Club, parents of gifted children, parents of children with learning disabilities, Parents Anonymous, Parents Without Partners.
 - Service and professional organizations: Rotary, Kiwanis, Jaycees, AAUW, Business and Professional Women, Exchange Club, Lions Club, Garden Club, Women's Clubs, Literary Societies, Chamber of Commerce.
 - Senior citizens centers, retirement homes, nursing homes.
- Some topics to present:
 - School-public library cooperation.
 - Library skills: who needs them and why.
 - Why "Media is Basic".
 - Teach your child to watch TV critically.
 - Marian, the stereotyped librarian.
 - The role of today's media specialist.
 - Censorship and intellectual freedom in today's school media center.
 - We can teach your child via media.
 - Some current fiction for you.
 - Some good books for your children.
 - Community resources: why we need you in our media center.
 - Instructional design: what it can do for your child.
 - Some good books for your teens.
 - Selection criteria: how we can choose materials for your children.

 Displays and bulletin boards.

- They should have a definite purpose: a learning objective, publicity for media center programs, notice of media center policy and procedure.
- Visuals should be large enough to be seen at some distance. Eye should travel in a logical sequence through the display.
- Materials used should be durable and colorful.
- Be sure display can be locked before exhibiting valuables.





--- Display student and library materials at after school events (AFS, sports contests, music productions, career night.)

More locations for publicity.

--- Local plant and industry in-house publications.

--- Outdoor billboards.

--- Direct mailings to target audience.

--- Local free shopping news fliers.

--- Community bulletin boards.

--- Cruising loud speaker.

--- Hand bills.

--- Sandwich boards.

--- Sound slide show at local shopping center.

--- Student-made posters advertising the media center's services posted all around town: banks, stores, post office, gas stations, restaurants, shopping centers, grocery stores, the "Y".



BIBLIOGRAPHY

To Help You Be More Effective.

Dyer, Wayne W. **Your Erroneous Zones.** Funk & Wagnalls, 1976 (\$6.95); Avon, 1977 (\$2.25.)

Do you feel guilty for days afterwards when you make an honest mistake? Do you worry about things that never happen? Do you "let" the principal upset you? If you answered yes to any of these questions, you will find ways to cope with these and similar problems in Dr. Dyer's book. A good book to enhance and increase your self-confidence and self-esteem.

Harragan, Betty L. **Games Mother Never Taught You: Corporate Gamesmanship for Women.** Rawson Associates, 1977 (\$10.75); Warner Books, 1978 (\$2.50.)

Aimed primarily at women entering business, this book can also help professional educators in understanding the institutional hierarchy. It also tells you how to dress, how to get raises and promotions, and how to deal with sexual harrassment and more. Easy to read and very practical.

Henning, Margaret and Jardim, Anne. **The Managerial Woman.** Doubleday, 1977 (\$7.95); Pocket Book, 1978 (\$2.50).

A landmark study of women in management. As does **Games Mother Never Taught You** . . . this book will help men and women in understanding institutional environments and how to function successfully with the organization.

Molloy, John T. **Dress for Success.** McKay, 1975 (\$9.95); Warner Books, 1976 (\$2.25.)

Based on extensive research, this book shows men how to dress to impress those with whom they work. Addressed primarily to businessmen, it would also be helpful in dealing with school board members and administrators.

Molloy, John T. **The Woman's Dress for Success.** Follett, 1977 (\$9.50); Warner Books, 1978 (\$3.95.)

A sequel to **Dress for Success**, this book tells professional women how to enhance their career by what they wear. Quit being a slave to the fickle fashion industry and learn how to accumulate a practical, long-lasting professional wardrobe.

Stone, Janet and Bachner, Jane. **Speaking Up.** McGraw-Hill, 1977 (\$8.95); 1978 (\$3.95.)

A guide to greater self-assertiveness which explores psychological blocks that have prevented many women from being effective speakers. Learn how to avoid self-trivializing language, inappropriate smiling, "invisible woman" body language, and unconscious apologizing. Includes

practical guidelines for preparing and delivering a good speech, running meetings and fielding hostile questions.

For More PR Ideas And How To.

Baekler, Virginia. *PR for Pennies: Low-Cost Library Public Relations.* Sources (26 Hart Ave., Hopewell, NJ 08525), 1978 (\$4.00 prepaid.)

Practical information about economical printing, exhibiting, poster-making and speaking for novice and veteran librarians. Nonwriter, non-artist librarians are told how to develop skills and create materials on their own with high quality and low or no cost.

Kies, Cosette. *Projecting a Positive Image Through Public Relations* (School Media Centers: Focus on Trends and Issues No. 2). American Assoc. of School Librarians, 1979 (\$4.00.)

Seven-step process by which the school media center may conduct its PR program in school and community. Identification of goals, utilization of total communications network, practical advice on implementing the program.

Library PR News. Library Educational Institute, Inc. (P.O. Box 687, Bloomfield, NJ 07003), bimonthly (\$15.00.)

Each issue covers one subject in depth (newsletters, how to change an image), giving specific information on how to do it well and problems to avoid. Also includes PR idea exchange, poster, book reviews, new PR products, answers to letters on PR problems.

Moran, Irene E. *The Library Public Relations Recipe Book.* Library Administration and Management Association, American Library Association, 1978 (\$4.00.)

The practical guide for library PR, this recipe book includes specific guidelines on producing newsletters, graphics, PSA's, annual reports and more. Bibliography included.

Ohio Media Spectrum. Ohio Educational Library/Media Association, May, 1977.

Most of this issue is devoted to public relations for school library/media centers. Includes John Cotton Dana award winners.

Pawlak, Vic. *How to Publish Community Information on an Impossibly Tight Budget.* Do It Now Foundation (Institute for Chemical Survival, P.O. Box 5115, Phoenix, AZ 85010), 1976 (\$.50 each; 10 for \$3.50.)

Designed for public service agencies on limited budgets (that's us!), this pamphlet presents the nuts and bolts of printing brochures, etc. for community education. Useful information on copyright, mailing regulations, sponsors, printing processes and more.

Robotham, John S. **Library Programs: How to Select, Plan, and Produce Them.** Scarecrow, 1976 (\$12.00.)

This handy book will help you find program ideas and then give you specific suggestions on how to carry out your programs.

Varlejas, Jana, ed. **Young Adult Literature in the Seventies.** Scarecrow, 1978 (\$12.50.)

If you are looking for topics on which to speak to community groups, this collection of recent articles on YA literature will give you many ideas. Especially useful for media specialists serving grades 7-12.

Get On Mailing Lists For More PR Ideas, Posters, Graphics, PSA's, Promotions.

American Library Association
Public Information Office
50 East Huron St.
Chicago, Illinois 60611

Library Border Book
LEI, Inc.
P.O. Box 687
Bloomfield, N.J. 07003

Children's Book Council
67 Irving Place
New York, New York 10003

Hartco Graphic Supplies
West Jefferson, Ohio 43162

"Library of Clip Art"
Library Educational Institute, Inc.
P.O. Box 687
Bloomfield, New Jersey 07003

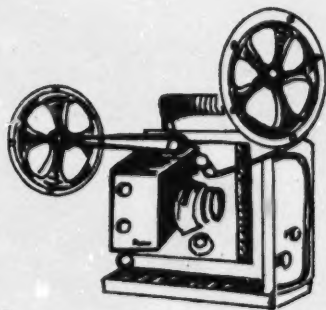
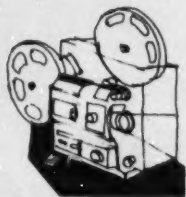
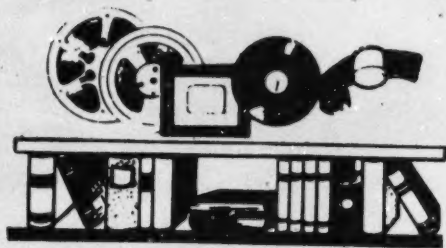
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Library Promotionals
Box 889
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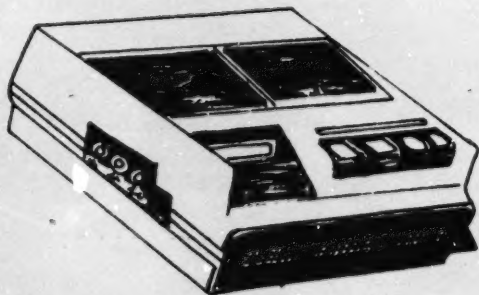
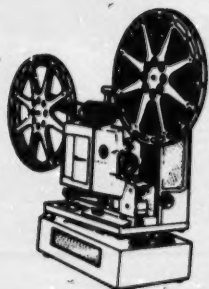
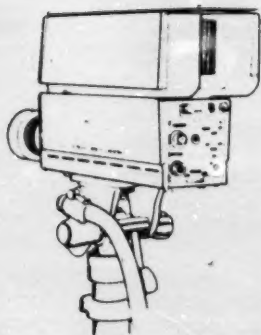
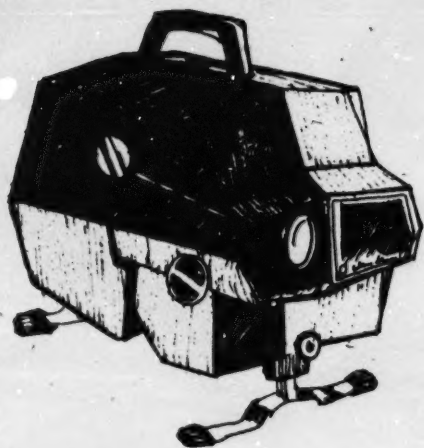


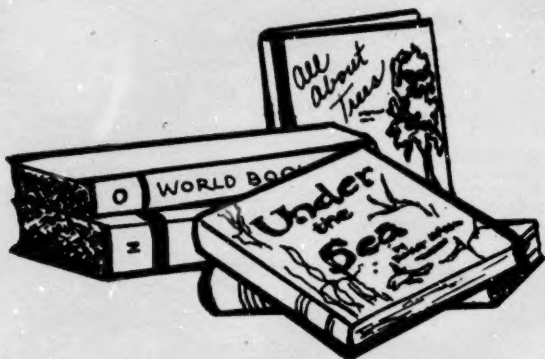
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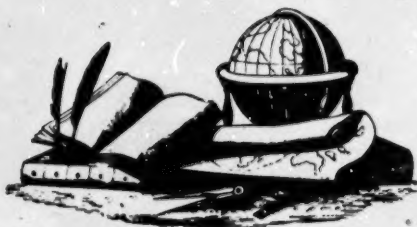
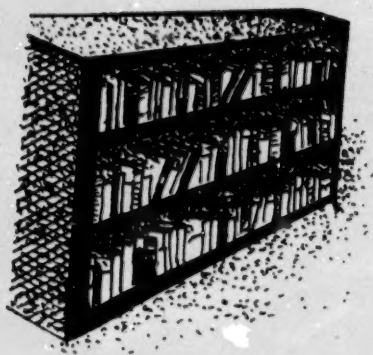
Use Illustrations To Catch Attention And Add Eye Appeal To Your Flyers, New Materials Lists, Announcements, Newsletters, Bulletin Boards.

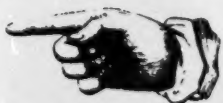
- *** Photocopy the drawings found in this section and throughout this manual. Cut out the photocopied illustration you want to use.
- *** Type your article, newsletter, etc., leaving space for the picture and any caption, if needed.
- *** Compose the page so it is attractive, not a crazy clutter of unrelated pictures and print. If you're not sure what you are doing, play it safe: use no more than 1 or 2 illustrations to a page. Attach picture with glue.
- *** Make a master ditto or stencil from your original on Thermofax or other office machine.
- *** Any time you see a black and white drawing (not copyrighted) that you like, clip it out and save it with your other clip art. Soon you will have a professional back log of illustrations, ready to use at any time.
- *** If you need a larger illustration for bulletin boards or pamphlet covers, enlarge the drawing with an opaque projector and have an artistic student trace it for you.

















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